

**From:** [Carroll, John \(BOS\)](#)  
**To:** [Anna Marie Presutti](#)  
**Cc:** [Melgar, Myrna \(BOS\)](#); [Low, Jen \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Kilgore, Preston \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Horrell, Nate \(BOS\)](#)  
**Subject:** RE: SF Travel Letter of Support - BOS File No. 240804 - LUT September 16, 2024  
**Date:** Monday, September 16, 2024 11:09:00 AM  
**Attachments:** [SF Travel Letter of Support Greater Downtown Activation Program.pdf](#)  
[image001.png](#)

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Thank you for your comment letter.

I am forwarding your comments to the members of the LUT committee, and I will include your comments in the file for this ordinance matter.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 240804](#)

**John Carroll**  
**Assistant Clerk**

Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415)554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

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**From:** Anna Marie Presutti <president@sfttravel.com>  
**Sent:** Sunday, September 15, 2024 10:31 PM  
**To:** Carroll, John (BOS) <john.carroll@sfgov.org>  
**Subject:** SF Travel Letter of Support

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Dear John,

Please find attached here the SF Travel letter of support in advance of tomorrow's Land Use & Transportation Committee meeting. We are happy to support the Greater Downtown Activation Program.

Many thanks,  
Anna Marie

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**Anna Marie Presutti**  
President & CEO (Interim)  
E [president@sftravel.com](mailto:president@sftravel.com)

**San Francisco Travel** | One Post Street, Suite 2700 | San Francisco, CA 94104  
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**San Francisco Travel Association**

One Post Street, Suite 2700

San Francisco, CA 94104

415-974-6900

[sftravel.com](http://sftravel.com)

September 13, 2024

Land Use and Transportation Committee  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

**RE: Support for Greater Downtown Activation Program**

Dear Chair Melgar, Vice Chair Preston, and Supervisor Peskin,

On behalf of San Francisco Travel, and our membership base of over 700 businesses, I write in strong support of the Greater Downtown Activation Program. This ordinance would allow Community Benefit Districts to coordinate and streamline permitting for public events and designate such events as additional entertainment zones that will enable local bars and restaurants to sell takeout alcoholic beverages to patrons for consumption at street fairs, outdoor festivals, and other activations.

As we collectively rebuild our industry, it is clear that bars and restaurants have been disproportionately impacted. These vital businesses in our community continue to struggle from reduced patronage. By making event permitting smoother, our small businesses will be able to provide alcoholic beverages to event attendees in the designated entertainment zones, which would be an effort to extend the areas where brick and mortar shops can sell alcoholic beverages during special events.

The program will contribute to the continued revitalization of our industry by removing barriers to hosting large scale public events and for brick-and-mortar businesses participating in nearby outdoor events, like street fairs and festivals. It will allow Community Benefit Districts to create entertainment zones that allow neighborhood businesses to continue to participate on equal footing with outside vendors and to engage in new types of events.

Our organization lends our voice to the broad coalition calling for your support for the Greater Downtown Activation program. Thank you for considering our support for this important legislation.

Warmly,  
Sincerely,

Anna Marie Presutti  
Interim President & CEO  
SF Travel